



ART DIRECTION: Graphic Design is Key

LIAM WONG

GRAPHIC DESIGN DIRECTOR
UBISOFT MONTREAL

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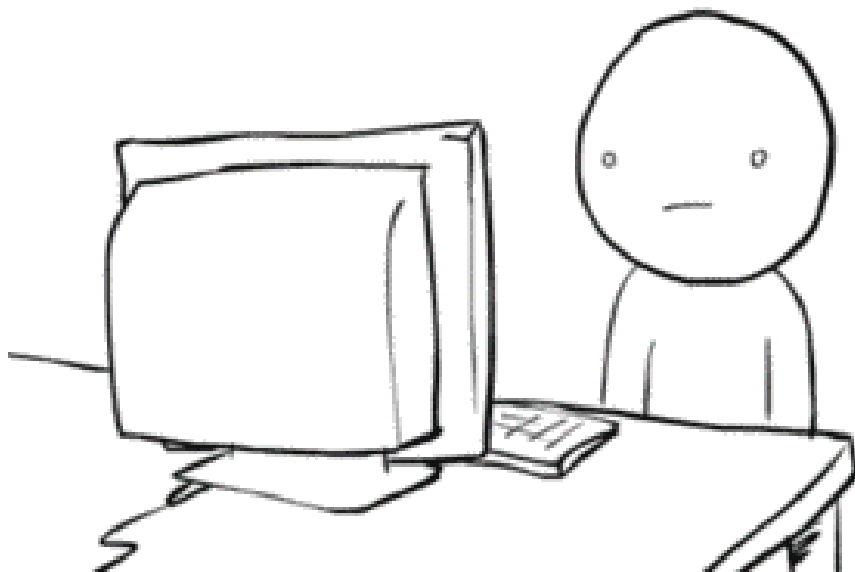
ABOUT ME

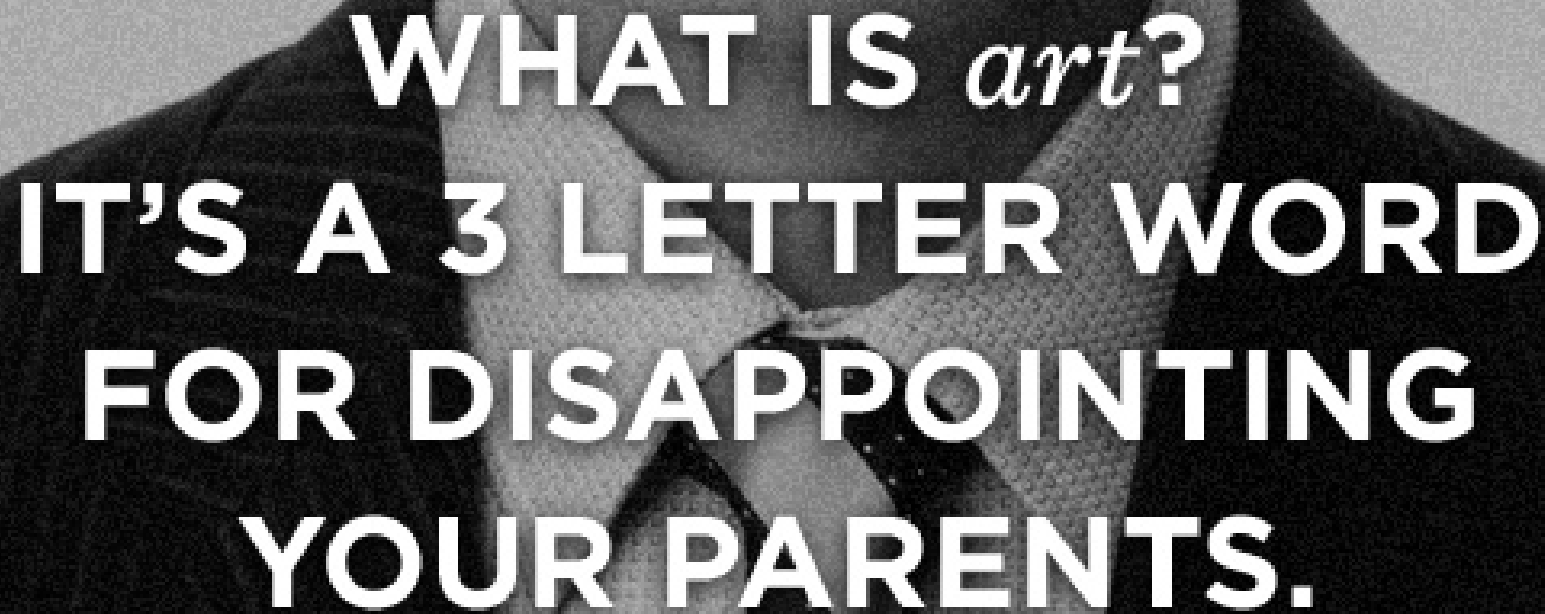




GAME DEVELOPERS CONFERENCE March 14-18, 2016 · Expo: March 16-18, 2016 #GDC16







WHAT IS *art*?
IT'S A 3 LETTER WORD
FOR DISAPPOINTING
YOUR PARENTS.



Abertay University





Colour-Coded is a platform puzzler. Guide your characters past obstacles by using colour on the environment. Paint, and erase. :D A game for 'Dare to be Digital'



FEATURING MUSIC FROM:
SERIALLAB STUDIOS



CLICK TO DOWNLOAD



Maybe I can make games?

So I switched my focus to the games industry.

Graduated.

2 years, 6 months, 2 days.

Graduate to Director

Youngest director at Ubisoft, aged 25.



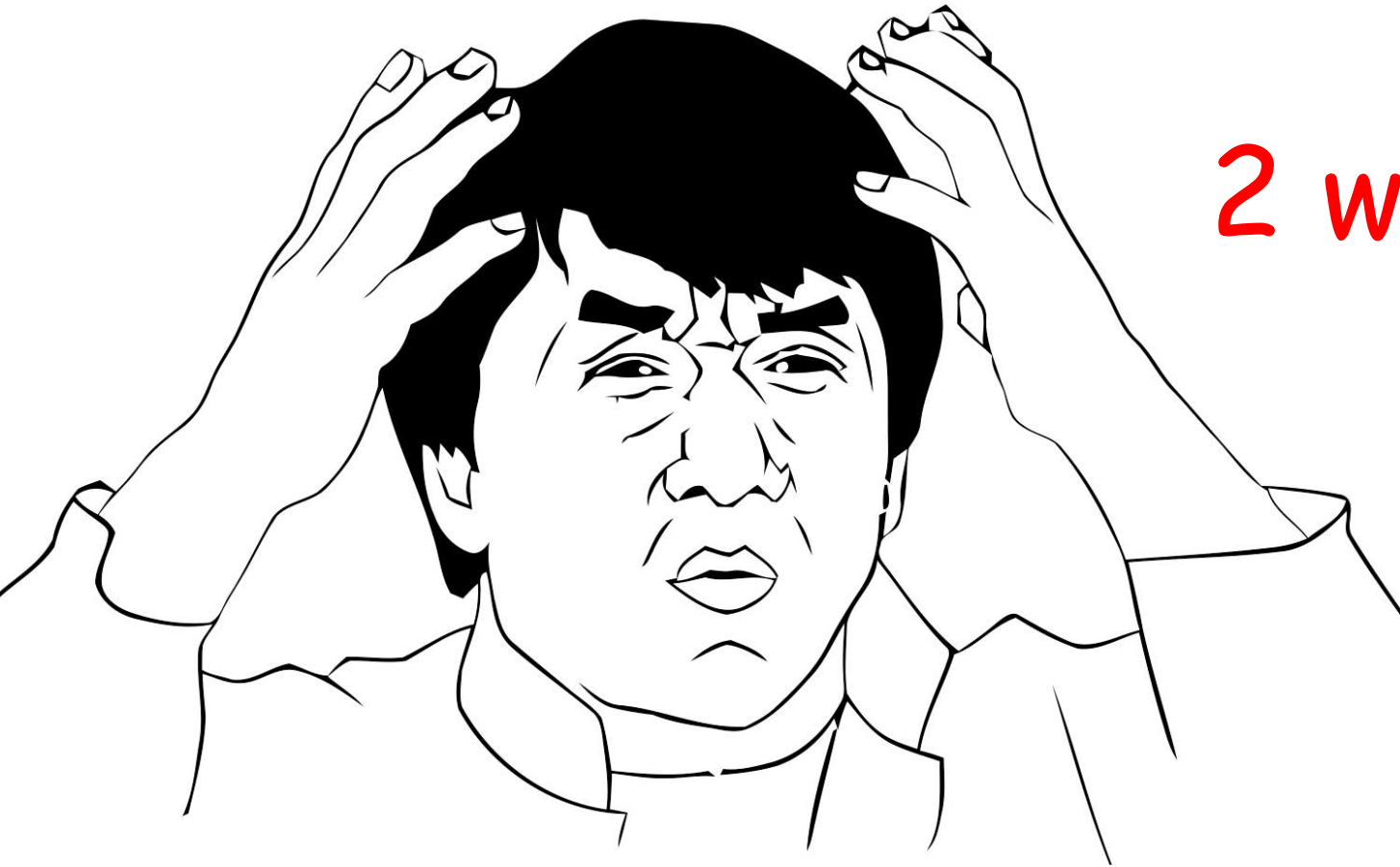


Mandate.

Define the ‘visual signature’ of a AAA game.

Art Director: How long do you need?

Me: Give me... 2 weeks.



2 weeks.













**If you can design one
thing, you can design
anything.**

Graphic Design, typically UI.

- UI Artists summarize the ‘look and feel’. Every game. Every day.
- ... and it’s extremely important. And underappreciated.
- First impression (Menu)
- Ongoing experience (HUD/UI)
- It is the glue of your game.

**I use colours, letters and
pictures to help people
understand things.**

Graphic Design.







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L3 04
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TECHNOLOGY
ANALYSIS LAB A



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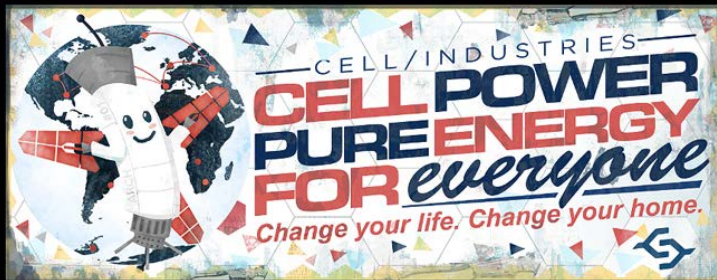
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CELL POWER

PURE ENERGY

FOR everyone

Change your life. Change your home.



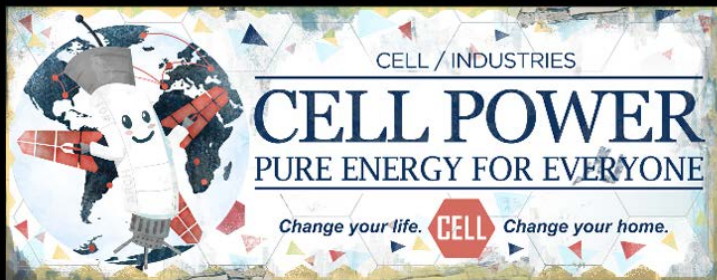
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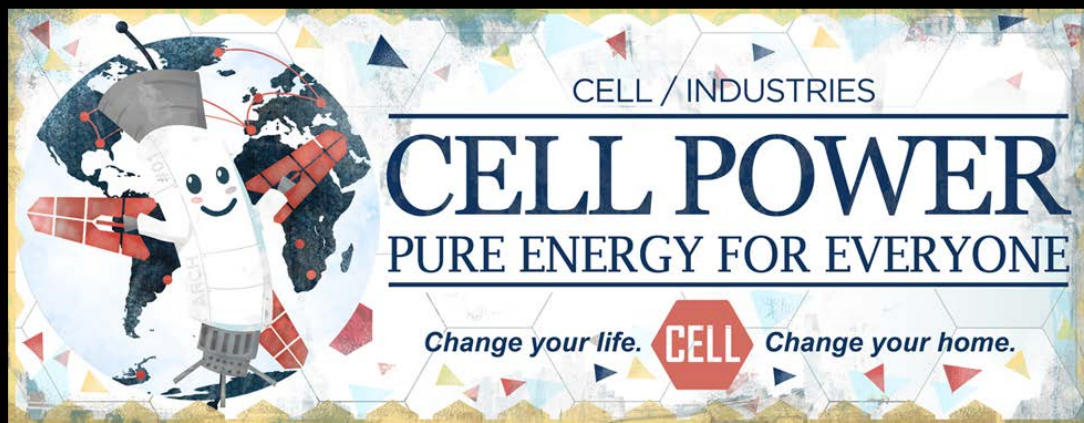


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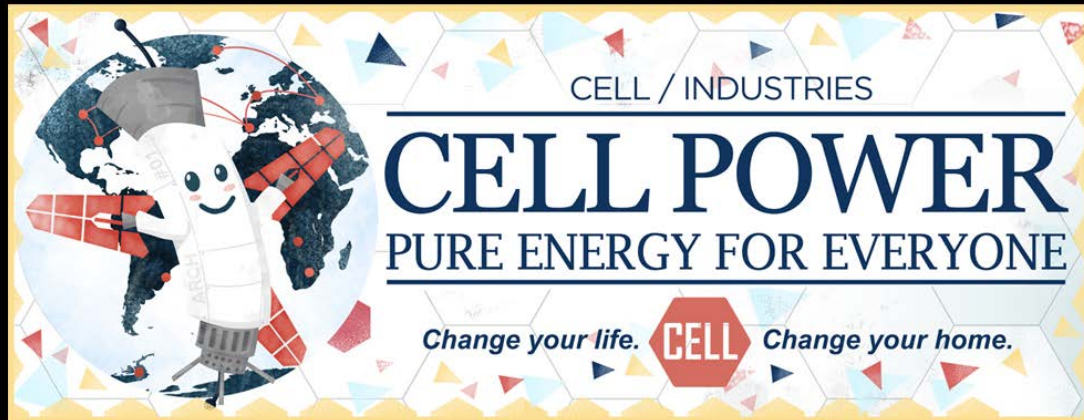


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Change your life. CELL Change your home.



CELL / INDUSTRIES

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TYPHOON

CRYNET SYSTEMS
Prototype Division

CRYSIS 3



DEMOLITION CHARGE HITASHI DEMOLITION CHARGE HITASHI

Interpret

Translate

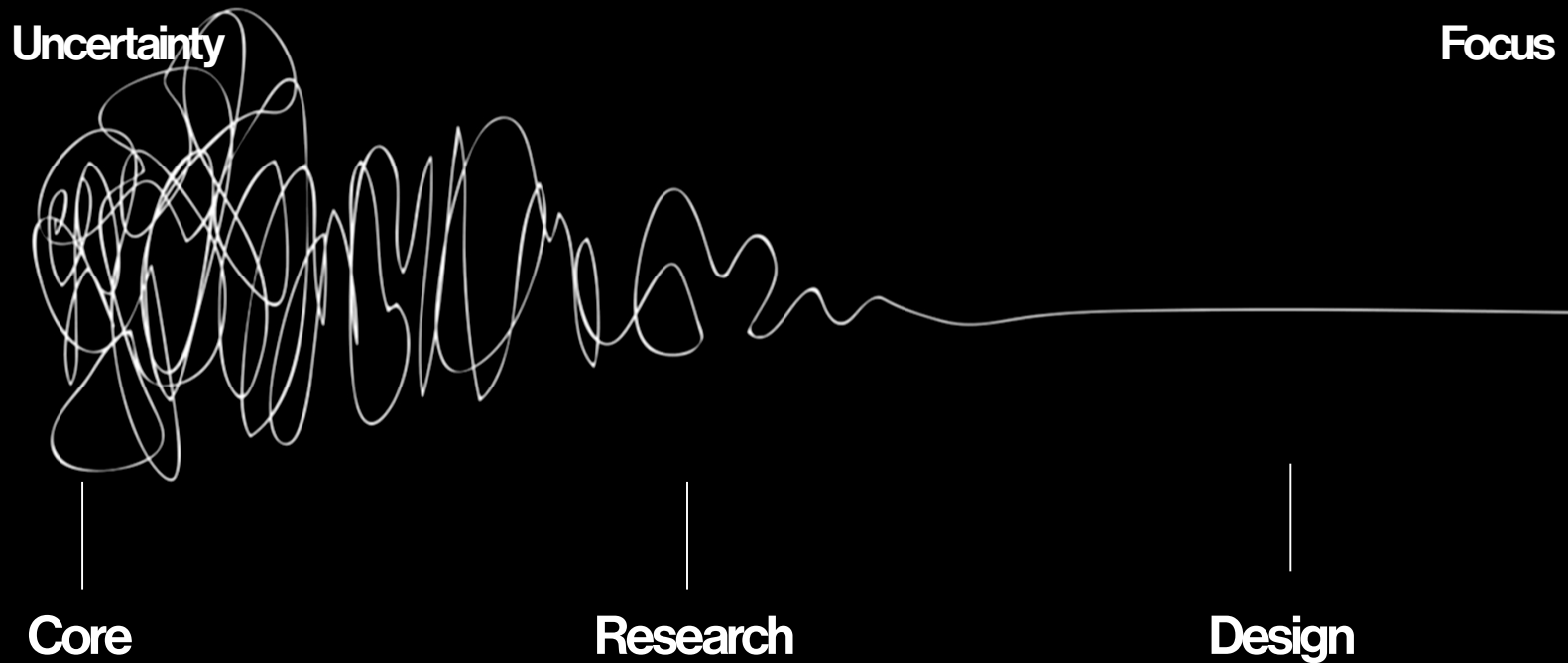
Graphic Design is key.

So much more than just 'UI'

Graphic design is not harnessed enough.

Design-Thinking.

The Design Squiggle.



Design Thinking.

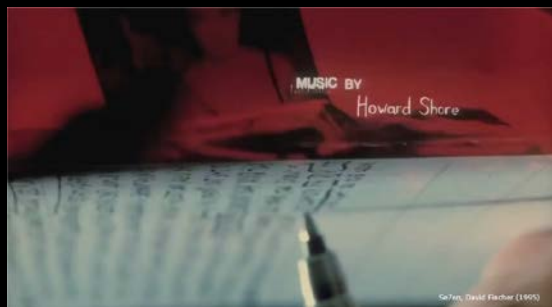
**Design-thinking is key to
creating the
‘look and feel’.**



SE7EN

ChàOS
ChàOS
ChàOS
Order

SEVEN

NEW LINE
CINEMA
PRESENTS

Brad Pitt



Order.

Metronome is the embodiment of monotony.
The colors reinforce this.



Chaos.

As the music peaks, we have a contrast not only in visuals but with audio too.

NEW LINE
CINEMA
PRESENTS

Order.

Common type.
Helvetica.

Brad

Pitt

D35

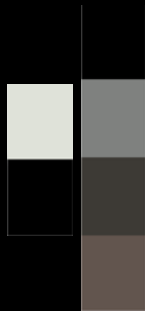
~~RESENT~~
Andrew Kevin Walker

WRITTEN BY

Chaos.

Handwritten script
Scratched

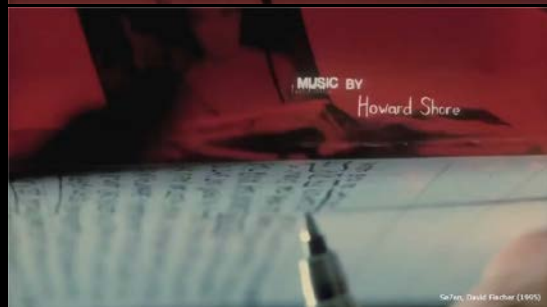
Order



NEW
LINE
CINEMA

Chaos

Brad Pitt



D35

Contrast in messaging
Contrast in typography
Contrast in colour

GDC 

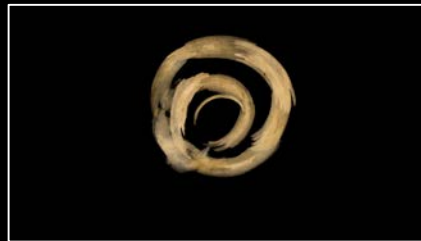
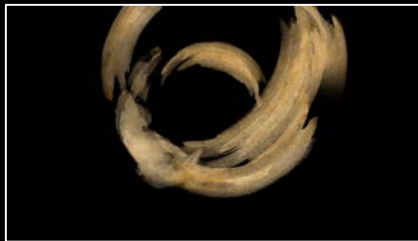
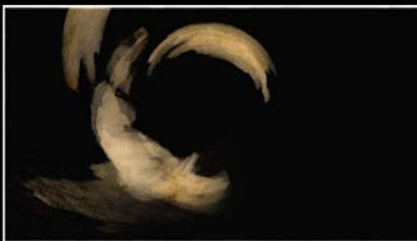
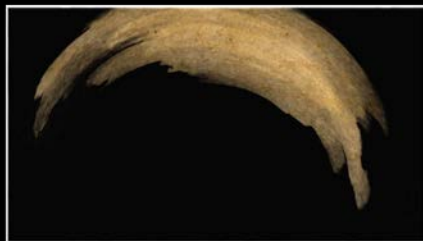
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FARCRY 









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Creative Process

1

Core Pillars

Message

Words to
design by

2

Exploration

Research & References

Design as Art

3

Design

Graphic Design

Typography
Iconography
Color
Symbolism



ART DIRECTION PILLAR:

TRADITION MEETS TOMORROW

- Jean-Alexis Doyon, Art Director, Far Cry 4

LOCATION



ANIMALS



COLORS



SPICE

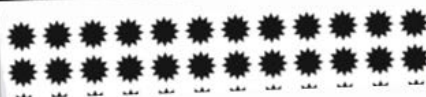






A group of men, likely participants in a traditional festival, are shown in profile, wearing orange headbands and shirts. They are positioned on the right side of the frame, with one man in the foreground gesturing with his hand. The background is dominated by a large, dense cloud of orange powder or smoke, creating a vibrant, hazy atmosphere. The overall color palette is warm, with various shades of orange and red.

TRADITION MEETS TOMORROW



A close-up photograph of a hand with a gold chain bracelet drawing a rangoli on a floor. The floor is covered with blue, yellow, and pink powder. The hand is in the upper left, and the rangoli pattern is in the center and right. The background is a colorful geometric pattern.

RANGOLI

रंगोली



VISITING THE QUEEN

— A BIKE RIDE IN THE DOLOMITES —



LANDSCAPES - VOLUME I

HIMAYALAN MONASTERIES



攀登

pān dēng



EUPHORIA

TRADITION MEETS TOMORROW



INTO THE MIND



T Y P O G R A P H Y

भभतण्म्यधलयिबम



8 600/1000 XP

3,000K

9

LB

MAP

SKILLS

CRAFTING

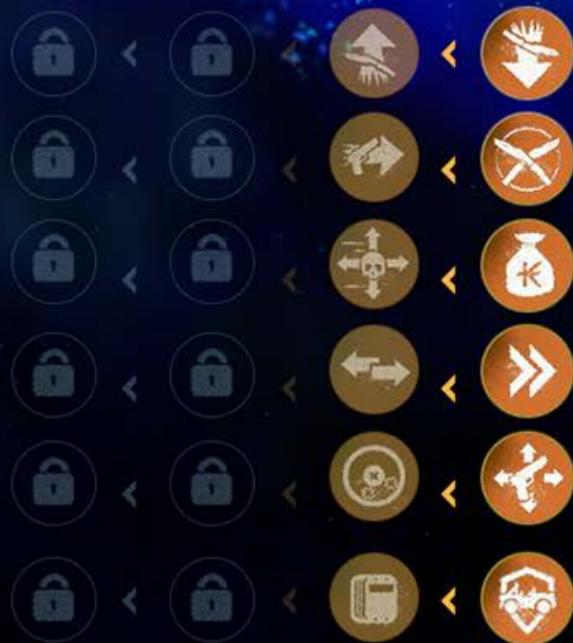
PROGRESS

COLLECTIONS

ONLINE

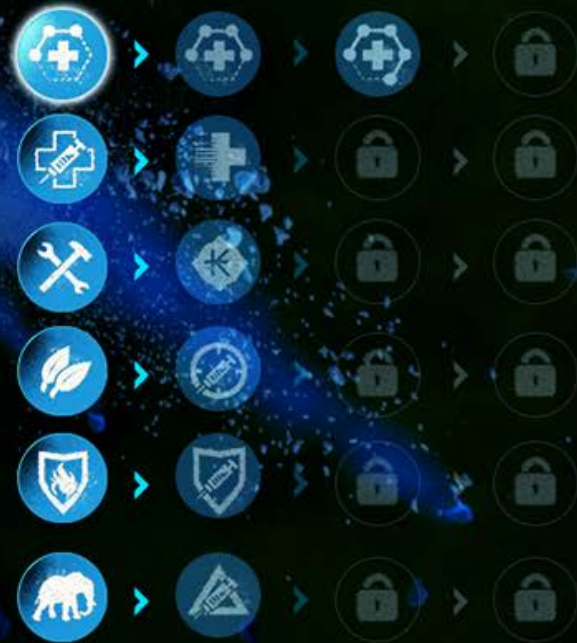
RB

TIGER



Gain an extra health slot for 3 in total.

ELEPHANT





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FARCRY4



Design Thinking.

Some examples for those who aren't graphic designers.

Or even artists.

Typography

Typography is the voice of your game, inside and out.

It is the vehicle for your message.

When was the last time you looked at typography?



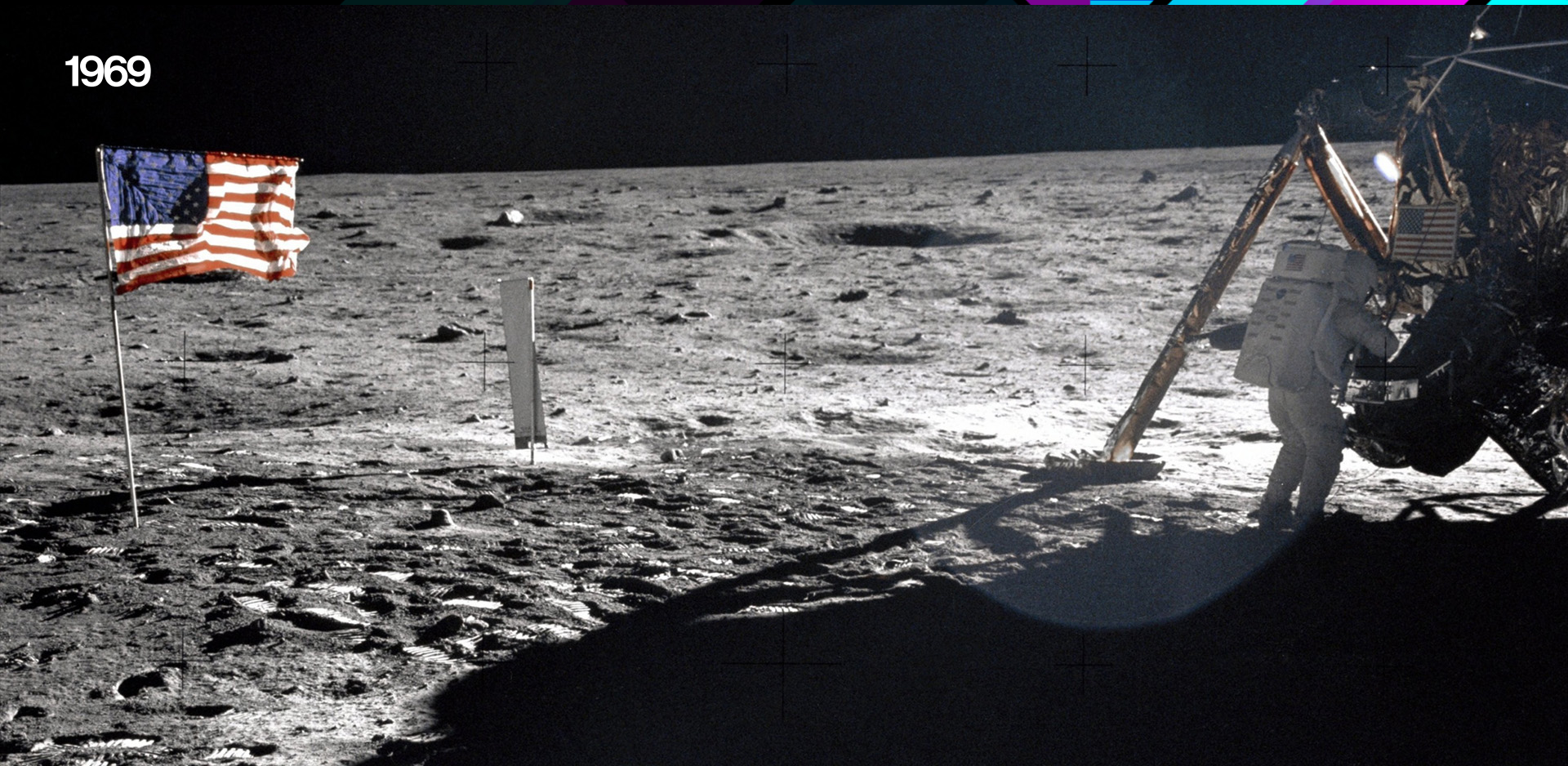
1968



2001: A SPACE ODYSSEY

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1969





HERE MEN FROM THE PLANET EARTH
FIRST SET FOOT UPON THE MOON
JULY 1969, A. D.

WE CAME IN PEACE FOR ALL MANKIND

A stylized, handwritten signature in white ink, representing Neil A. Armstrong.

NEIL A. ARMSTRONG
ASTRONAUT

A stylized, handwritten signature in white ink, representing Michael Collins.

MICHAEL COLLINS
ASTRONAUT

A stylized, handwritten signature in white ink, representing Edwin E. Aldrin, Jr.

EDWIN E. ALDRIN, JR.
ASTRONAUT

A stylized, handwritten signature in white ink, representing Richard Nixon.

RICHARD NIXON
PRESIDENT, UNITED STATES OF AMERICA

FROM
CHRISTOPHER NOLAN

I N T E R S T E L L A R

MANKIND WAS BORN ON EARTH. IT WAS NEVER MEANT TO DIE HERE.

PARAMOUNT PICTURES and WARNER BROS. PICTURES PRESENT
IN ASSOCIATION WITH LEGENDARY PICTURES A SYNCOPY/LYNDA OBST PRODUCTIONS PRODUCTION
A FILM BY CHRISTOPHER NOLAN "INTERSTELLAR" MATTHEW MCCONAUGHEY ANNE HATHAWAY
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DON'T
LET
GO

SANDRA BULLOCK
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FROM DIRECTOR ALFONSO CUARÓN

G R A V I T Y

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"JORDAN EMANUEL WELSHON, A.C.E. "ALFONSO CUARÓN "ALFONSO CUARÓN "ALFONSO CUARÓN
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PG-13
OCTOBER

D E S T I N Y

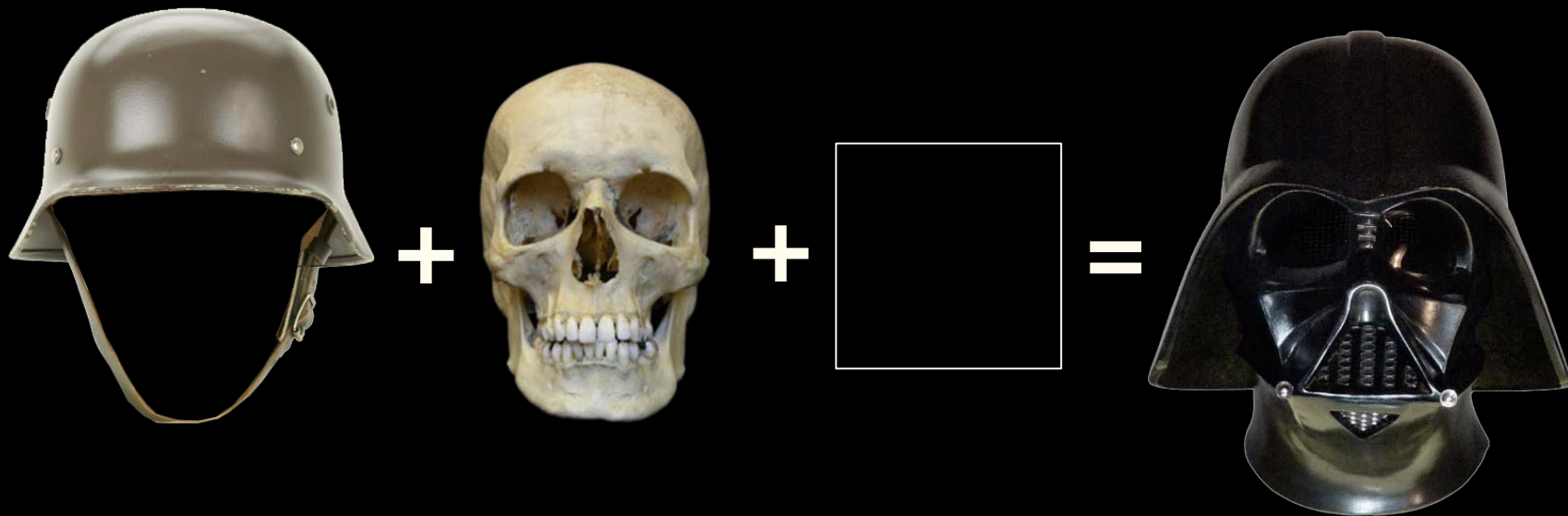


Iconography

Strong iconography can create brand loyalty.

It's easy to attach to icons.





Robh Ruppel – “Art Direction is not just Googling images”





Venmo



Goodreads



Facebook



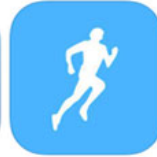
Vine



Pandora



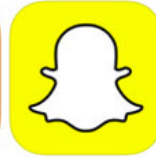
MyFitnessPal



RunKeeper



Sleep Cycle



Snapchat



Flipboard



Pinterest



Uber



Dunkin' Donuts



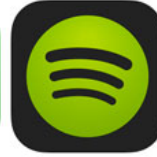
Groupon



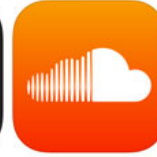
Tumblr



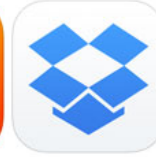
WhatsApp



Spotify



SoundCloud



Dropbox



Waze

Art

Makes things look great.

Design

Adds meaning.
Allows you to simplify & amplify.

**Visual ingredients make
your designs scalable.**

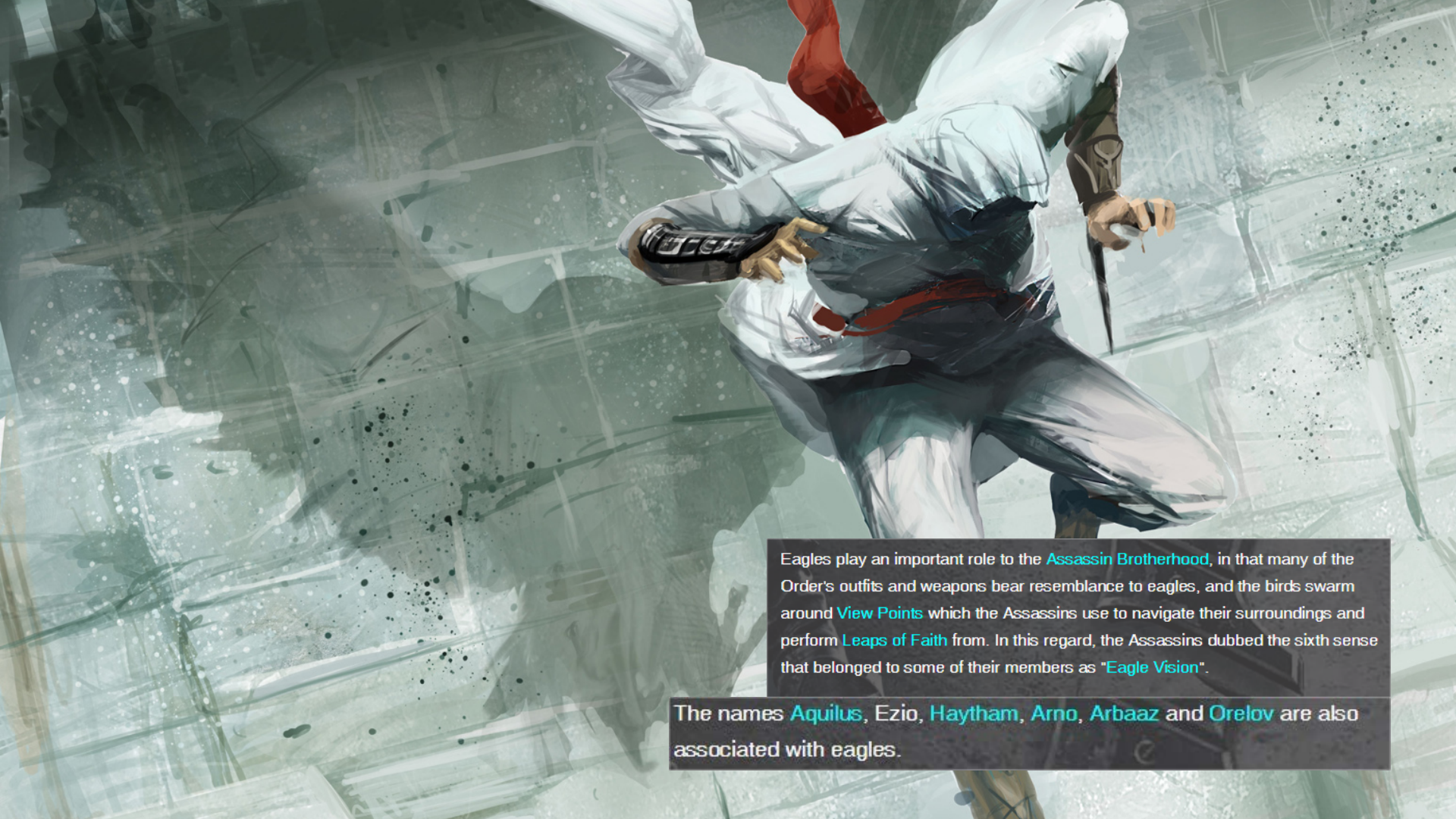


MASS EFFECT™



Derek Watts – “The shape that unified Mass Effect’s Look”





Eagles play an important role to the **Assassin Brotherhood**, in that many of the Order's outfits and weapons bear resemblance to eagles, and the birds swarm around **View Points** which the Assassins use to navigate their surroundings and perform **Leaps of Faith** from. In this regard, the Assassins dubbed the sixth sense that belonged to some of their members as "**Eagle Vision**".

The names **Aquilus**, Ezio, **Haytham**, **Arno**, **Arbaaz** and **Orelov** are also associated with eagles.



VIA 9GAG.COM



TRAJAN PRO

TRAJANPRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TRAJANPRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

A

ABSTERGO

ABSTERGO SANS LITE

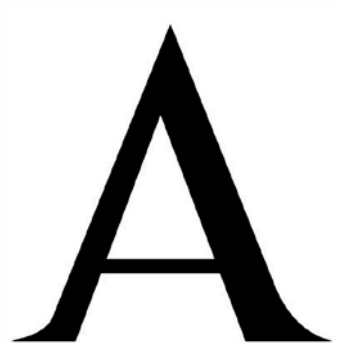
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ABSTERGO SANS REGULAR

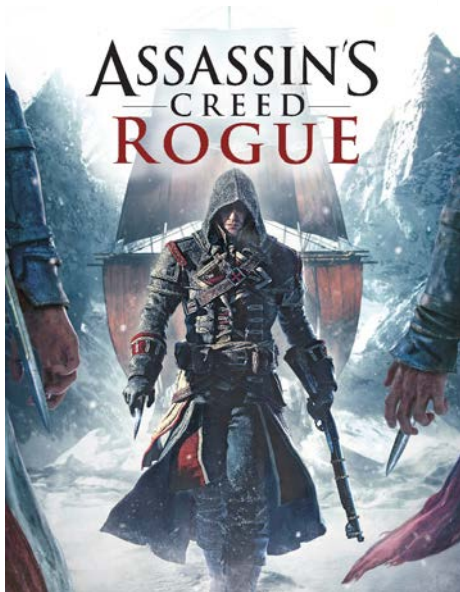
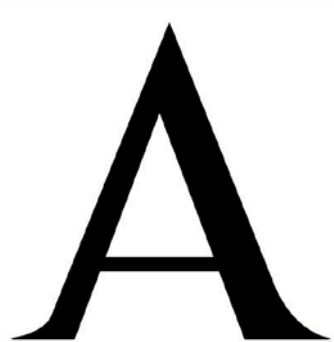
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A





ASSASSIN'S
— CREED —TM





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